

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Budget Estimates 2015 - 2016, 1 – 2 June 2015

Ref No: SQ15-000365

OUTCOME: 1 - Population Health

Topic: National Drug Strategy

Type of Question: Written Question on Notice

Senator: Di Natale, Richard

Question:

What is the evidence base for these types of campaign [ICE]– specifically, the evidence that these type of ‘shock and awe’ ads lead to a decrease in drug use?

Answer:

In line with the Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities, all campaigns are independently researched with the target audience to determine their effectiveness.

Developmental research conducted by the Department of Health found that campaigns depicting credible and realistic consequences have the potential to engage young people and that understanding these consequences is widely believed to be the best deterrent for using particular drugs.

This phase of the campaign will be evaluated as required under the Guidelines for Government advertising. In addition, data from National Drug Strategy Household Survey will be used to measure drug use.